

Press Release

FRENCH WINES AND SPIRITS

MAINTAIN A STRONG EXPORT PERFORMANCE IN 2014

Paris, 11 February 2015. 2014 is the third best historical performance for French wines and spirits exports, despite a 2.8 % drop to 10.8 billion euro. Net exports totalled 9.5 billion euro, placing wines and spirits as the top surplus item in the agro-food sector.

This performance reflects, on the first hand, the difficult economic and sales context, as seen by the slight drop in export volume (- 2.8 % compared with 2013) and, on the other hand, the competitive environment that has intensified globally.

Due to the lesser harvests levels registered since 2012, the low-availability of supply is especially impacting the wine sector, with volumes exported dropping by 3.3 % in 2014, following a similar decrease in 2013. While this situation specifically affects the value of still wines with protected designation of origin, the total turn over for wines remains high (- 1.7 % compared with 2013), thanks to a strong momentum for Champagne (+ 7.8 % in value).

In 2014, spirits sales (- 5.3 %), and more particularly Cognac, remain affected by the anti-ostentation policy on the Chinese market. Exports shipments fell slightly (- 1.6 %), despite a good performance of Vodka, that become the number one exported spirit in volume.

WINES (9 l cases) SPIRITS (40% vol. 8.4 l cases)	Volume (cases of 12)		Value (€1,000)	
	2014	2014/2013	2014	2014/2013
TOTAL WINE	143 090 372	-3,3 %	7 440 143	-1,7 %
CHAMPAGNE	11 559 749	5,2	2 400 608	7,8
PDO STILL WINES	59 124 410	-6,4	3 668 710	-8,4
PGI STILL WINES	41 639 292	0,0	781 883	2,4
VARIETAL STILL WINES WITHOUT GI*	9 872 914	-7,8	160 788	-1,4
OTHER STILL WINES WITHOUT GI*	13 649 757	-4,6	169 534	3,0
TOTAL VERMOUTHS & WINE-BASED BEVERAGES	1 851 112	1,0 %	38 987	6,7 %
TOTAL SPIRITS	49 950 649	-1,6 %	3 303 243	-5,3 %
COGNAC	12 858 922	-4,6	2 174 317	-7,6
ARMAGNAC	207 179	11,4	21 475	-2,9
OTHER WINE SPIRITS	10 566 166	4,7	190 648	-3,5
VODKA	13 449 973	4,5	394 345	6,9
LIQUEURS	3 979 724	-2,0	289 677	-6,0
CALVADOS	312 616	-12,0	20 365	-4,1
TOTAL WINES AND SPIRITS	194 892 132	-2,8 %	10 782 373	-2,8 %

* Geographical indication



With the economic recovery, the **USA** are strengthening their position as first market for French wines and spirits exports (+ 4 %) with over €2 billion in 2014, which represents almost a fifth of the total exports value.

China maintains its fifth position for French exports, reasserting its long term potential despite the anti-ostentation policy launched in 2013, which continues to affect sales, notably premium products. Aside from the “China effect”, the **Asian** market remains positively oriented, thanks to strong performance in the other countries of the region.

In **Europe**, still suffering from the economic slump, Germany and Sweden continue to grow, while Spain and Italy are recovering increase of sales. Central and Eastern Europe, however, are suffering from the political and economic climate that has reigned since the beginning of the events in Ukraine and **Russia**, as well as the sharp fall of the rouble at the end of 2014.

For Christophe NAVARRE, President of the French Association of Wine & Spirits Exporters (FEVS), *“the year 2014 has confirmed the ability of our companies to adapt to a constantly evolving environment, such as in China or Russia. Our companies use this strength in France, to create jobs, but also to support the economy and territories. And we are already working on future markets, namely in Africa.*

But we should also use these results to acknowledge our weaknesses. Our companies are today caught between a shortage in supply, in particular in the wine sector, and the ability of our competitors to offer products that are better value for money.

There should be a collective effort from both companies and governments to be aware of these developments and to tackle three issues: develop our production potential, knock down trade barriers and enable our product image to be enhanced.”

A new year, a new logo for the French Association of Wine & Spirits Exporters



Our new visual identity aims to:

- symbolise the openness and competitive spirit of our companies,
- reflect our determination to be of daily assistance in increasing their export objectives,
- promote the local roots and the image of French wines and spirits across the globe.